



Ideas to Bring the Kansas Brand Image Campaign to Life

The Kansas Department of Commerce and the Kansas Brand Image Task Force should continue to work with state agencies, regional entities, and both public and private organizations to encourage Kansans to embrace the Kansas brand.

Examples of ways to embrace the brand image include:

Co-op programs – the Kansas Department of Commerce is developing programs and tools to encourage and assist communities in incorporating the Kansas brand into marketing efforts

Merchandising – guidelines are being developed for creating premium items

Existing programs – consider renaming or creating new programs and events and developing materials that embrace the brand message

Create competitions and scholarship programs – consider statewide competitions, such as a “Big Art” challenge, to encourage Kansans to be creative in ways that show Kansas’ big thinking

Talk the talk – find the stories in your community about big things that have happened and big thinkers who hail from Kansas, and develop mechanisms to share those stories across the state

Signage – incorporate the Kansas brand into signage across the state, including highway signs, community signs, state and city vehicle signage, school buses, and Travel Information Centers

Big, long-range planning – incorporate the brand image into the design of the Kansas license plate, partner to design a Kansas hot air balloon

Be creative and THINK BIG. How can you and your fellow Kansans embrace *KANSAS. As big as you think?*